

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for an auction function utilizing a network-based supply chain management framework, comprising:
 - a) receiving on a supply chain management computer sales data from a plurality of independent stores of a franchise supply chain utilizing a network, the sales data relating to completed sales of goods from a plurality of the independent stores;
 - b) allowing a plurality of ~~users to~~ suppliers access to the sales data utilizing a network-based interface;
 - c) allowing a plurality of the suppliers to display and offer products and services related to the production or distribution of the goods to the independent stores based on the sales data ~~displaying a plurality of goods to the users accessing the data~~ utilizing the network-based interface;
 - d) allowing the plurality of the suppliers to display advertisements relating to the products and services offered to the respective independent stores; and
 - e) allowing the acceptance of bids on the goods from the users utilizing the network.
2. (Original) The method of claim 1, wherein the network includes the Internet.
3. (Cancelled).
4. (Cancelled).
5. (Cancelled).
6. (Currently Amended) The method of claim ~~[[4]]~~1, wherein a charge is required for the advertising.

7. (Currently Amended) A system for an auction function utilizing a network-based supply chain management framework, comprising:

an electronic storage; and

one or more processors that use the electronic storage and include among them the following logic

a) logic for receiving sales data from a plurality of independent stores of a franchise supply chain utilizing a network, the sales data relating to completed sales of goods from a plurality of the independent stores;

b) logic for allowing a plurality of ~~users to~~ suppliers access to the sales data utilizing a network-based interface;

c) logic for allowing a plurality of the suppliers to display and offer products and services related to the production or distribution of the goods to the independent stores based on the sales data displaying a plurality of goods to the users accessing the data utilizing the network-based interface;

d) logic for allowing the plurality of the suppliers to display advertisements relating to the products and services offered to the respective independent stores; and

e) logic for allowing the acceptance of bids on the goods from the users utilizing the network.

8. (Original) The system of claim 7, wherein the network includes the Internet.

9. (Cancelled).

10. (Cancelled).

11. (Cancelled).

12. (Currently Amended) The system of claim ~~10~~7, wherein a charge is required for the advertising.

13. (Currently Amended) A computer program product for an auction function utilizing a network-based supply chain management framework, comprising:

a computer usable medium having computer readable program code embodied therein to be executed by a computer, the computer readable program code comprising

a) computer code for receiving sales data from a plurality of independent stores of a franchise supply chain utilizing a network, the sales data relating to completed sales of goods from a plurality of the independent stores;

b) computer code for allowing a plurality of ~~users to~~ suppliers access to the sales data utilizing a network-based interface;

c) computer code for allowing a plurality of the suppliers to display and offer products and services related to the production or distribution of the goods to the independent stores based on the sales data ~~displaying a plurality of goods to the users accessing the data~~ utilizing the network-based interface;

d) computer code for allowing the plurality of the suppliers to display advertisements relating to the products and services offered to the respective independent stores; and

e) computer code for allowing the acceptance of bids on the goods from the users utilizing the network.

14. (Original) The computer program product of claim 13, wherein the network ~~includes the Internet.~~

15. (Cancelled).

16. (Cancelled).

17. (Cancelled).
18. (Currently Amended) The computer program product of claim ~~46~~13, wherein a charge is required for the advertising.
19. (New) The method of claim 1, further comprising charging the suppliers for access to the sales data.
20. (New) The system of claim 7, further comprising logic for charging the suppliers for access to the sales data.
21. (New) The computer program product of claim 13, further comprising program code for charging the suppliers for access to the sales data .